

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-06 RSC-01 /018 W

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R 220810Z OCT 74

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 1402

UNCLAS SINGAPORE 4285

PASS COMMERCE/BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SN, OVIP (DENT, FREDERICK B.)

SUBJECT: POSSIBLE BSP FOR VISIT OF SEC. COMMERCE

REF: STATE 230054, STATE 230036 (PARA 3).

1. IN ORDER TO GIVE SECRETARY DENT A MORE EFFECTIVE VISUAL IMPRESSION OF PHYSICAL UTILIZATION OF TRADE CENTER FACILITIES, WE PROPOSE THAT INSTEAD OF ARRANGING AN IMPROVISED BETWEEN-SHOW FOR DECEMBER 10, THE DECEMBER 4-6 HOME AND OFFICE FURNISHINGS JEEP DISPLAY REMAIN INTACT FOR THE SECRETARY'S VISIT. THIS WOULD INVOLVE ONLY MINOR CHANGE IN THAT THE EXHIBITION WOULD NORMALLY BE STRUCK ON MONDAY AND TUESDAY, DECEMBER 9 AND 10, FOLLOWING THE CONCLUSION OF THE EVENT ON THE PREVIOUS FRIDAY.

2. AS YOU KNOW, THE JEEP IS EXPECTED TO COMPLETELY FILL THE EXHIBITION HALL, AND POSSIBLE THE CONFERENCE ROOM, WITH IMPRESSIVE ARRAY OF PRODUCTS. IF OUR SUGGESTION ACCEPTED, SECRETARY DENT COULD NOT ONLY SEE THE PHYSICAL PRESENTATION BUT COULD ALSO MEET WITH PERSONNEL OF MODERN INTERIORS, THE NEWLY APPOINTED LOCAL REPRESENTATIVE OF DOWNS CARPET CO. AND WITH ANY LOCAL AGENTS WHO MAY BE APPOINTED DURING THE DECEMBER 4-6 EVENT.

3. AS AN ADDED POSSIBILITY, IF OIM WISHES TO DO SO,

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IT COULD CONTACT THE FIVE U.S. PRINCIPALS INVOLVED

TO DETERMINE HOW MANY MIGHT THEMSELVES BE WILLING TO REMAIN IN SINGAPORE UNTIL TUESDAY, DECEMBER 10, TO BE PRESENT AT THE TRADE CENTER TO MEET SECRETARY DENT AND SHOW HIM THEIR LINES. IF SUFFICIENT NUMBER ABLE TO REMAIN OVER, USRTC WILLING PUT AD IN LOCAL PRESS TO INVITE PUBLIC ATTENDANCE AT JEEP ON DECEMBER 10, THUS AFFORDING THE EXHIBITORS AN OPPORTUNITY FOR ADDITIONAL PRODUCT EXPOSURE. IN MEANTIME, THE PRINCIPALS COULD PURSUE PRIVATE BUSINESS INTERESTS IN LOCAL MARKET ON SATURDAY, DECEMBER 7 AND ON MONDAY, DECEMBER 9, INCLUDING FOLLOW-UP OF LEADS DEVELOPED AT THE DECEMBER 4-6 SHOWING.

4. ALTHOUGH USRTC HAS BOOKINGS FOR 7 BETWEEN-SHOW EVENTS DURING NOVEMBER, PROSPECTS FOR EFFECTIVE BETWEEN-SHOW ON DECEMBER 10 NOT ENCOURAGING DUE TO FOLLOWING PRINCIPAL FACTORS: (A) PREFERENCE OF POTENTIAL EXHIBITORS FOR OTHER DATES FURTHER REMOVED FROM CHRISTMAS SEASON WHEN BUSINESS VISITOR ATTENDANCE PROSPECTS MORE FAVORABLE, AND (B) PHYSICAL PROBLEM OF COMPLETELY STRIKING HOME AND OFFICE FURNISHINGS JEEP OVER WEEKEND WHEN WORKERS NOT AVAILABLE FOR SUFFICIENT TIME, IN ORDER PERMIT INSTALLATION OF BETWEEN-SHOW ON MONDAY, DECEMBER 9.

5. YOUR EARLY REACTION TO THESE SUGGESTIONS WILL BE APPRECIATED.
CRONK

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SINGAP04285
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740300-0774
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741027/aaaaawja.tel
Line Count: 89
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 230054, STATE 230036 (PARA 3).
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 15 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 MAR 2002 by chappeld>; APPROVED <10 FEB 2003 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: POSSIBLE BSP FOR VISIT OF SEC. COMMERCE
TAGS: BEXP, OVIP, SN, (DENT, FREDERICK B)
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005